



**GUIDELINES:**  
**What is Considered  
Healthy?**



# Guidelines for Food and Beverages

Often times, there is confusion as to what is considered “healthy” and you might be wondering what foods and beverages do really measure up in terms of being healthful. In order to clear up this confusion and provide guidance to you in purchasing items, we are providing guidelines from the California Center for Public Advocacy.

This Center has developed recommendations for competitive food standards for elementary and secondary schools. We encourage you to follow these standards (to the best of your ability) in making food and beverage purchases for your student store. These standards are the “ideal” and are something to strive for. Product availability in your area may be a factor in prohibiting you from meeting all of these standards.

## Elementary Schools (schools that have grade 6 or lower)

Recommendation Eliminate the sale of all foods sold outside the school meal program during the school day. Individual items sold during breaks must meet the same standards as for secondary schools.

Rationale Young children should not have the opportunity to make unhealthy food choices at school. The school environment should model healthy choices.

## Secondary Schools (schools that have grades 7-12)

### Beverages:

- Contain at least 50% fruit juice with no added sweeteners (Fruit juices, Knudsen Spritzer)
- Water
- Low-fat (1%)/ nonfat (skim) milk -includes flavored milks
- Beverages not recommended for sale include soft drinks, sports drinks, punch, iced tea, drinks containing less than 50% real fruit juice, and beverages containing caffeine (except chocolate milk).

Rationale Eliminates beverages with little nutritional value and others that replace more healthful alternatives. Schools should not promote the consumption of habit-forming substances.

### Snack foods meet the following criteria:

- No more than 30% of total calories come from fat
- No more than 10% of calories come from saturated fat
- No more than 35% added sugar by weight (except fresh, dried or canned fruits and vegetables)
- Portion size is limited to:
  - > Snack foods\* are 1.25 ounce or less
  - > Cookies and cereal bars are 2 ounces or less
  - > Bakery items (muffins) are 3 ounces or less
  - > Frozen desserts, ice cream are 3 ounces or less
  - > Yogurt are 8 ounces or less
  - > Beverages (except water) are 12 ounces or less

Foods not recommended for sale include all large-sized portions, regular chips, and candy.

\* Snack foods include chips, crackers, popcorn, cereal, trail mix, nuts, seeds, dried fruit and jerky.

## Food and Beverage Product Lists (brand specific or recommended varieties)

In the 1.25 ounce serving or less, these items have less than 40% fat calories, and less than 40% added sugar by weight (excluding nuts, seeds, peanut butter items, and dried fruit). This list is subject to change. Items not found on this list do not mean they don't meet recommendations. Remember, packaging size makes a difference. Select small portion sizes and avoid large sizes that contain more than a "single" serving.

### Grains:

#### Granola and Cereal Bars

Barbara's Granola Bars (cinnamon raisin, oats & honey, carob chip, peanut butter)  
Barbara's Cereal Bars (multigrain, cherry, strawberry, apple cinnamon)  
Bodghi Jungle Nut Crunch Bar  
Cliff Bars (chocolate chip, peanut crunch, chocolate almond fudge, cookies & crème, chocolate brownie)  
Envirokidz Crispy Rice Bar  
Frunola Energy Bar  
General Mills Milk'n Cereal Bars (all varieties)  
General Mills Chex Morning Mix  
General Mills Oatmeal Crisp (fruit 'n cereal) Bars  
Health Valley Solar Bars (berry, peanut butter, and chocolate)  
Keebler Journey Bars (apple cinnamon, peanut butter fudge)  
Kellogg's Nutri Grain Cereal Bars (strawberry, blueberry, cinnamon apple)  
Kellogg's Nutri Grain Granola Bars (honey oats and raisins)  
Kellogg's Nutri Grain Yogurt Bars (strawberry, blueberry, cinnamon apple)  
Kellogg's Krave Energizing Snack Bar  
Kettle Valley Fruit Bars  
Luna Bars  
Nature Valley Chewy Trail Mix Bars (fruit & nut, apple cinnamon)  
Nature Valley Crunchy Granola Bars (all varieties)  
Power Bar (all varieties)  
Quaker Fruit and Oatmeal Bars (all varieties)  
Quaker Oats Chewy Granola Bars (all varieties)

\*\* Check out the Generic Breakfast Bars as they are often less expensive and compare equally in their nutrition profile with popular brands.

#### Breads, Muffins and Bagels

Bagels, (all types) Limit to 4 ounce portions.  
Muffins (banana nut, blueberry, lemon poppy seed, orange blossom)—limit to 4 ounce portions or less  
Sweet Breads (banana, pumpkin, zucchini)—limit to 4 ounce portions or less

#### Cookies

Barbara's Snackimals (oatmeal, carob chip, and vanilla)  
Basil's Animal Crackers  
Famous Amos Oatmeal Raisin Cookies

Fig Newtons  
Graham Crackers (regular and low fat brands)  
Health Valley Apple or Strawberry Cobbler  
Keebler Animal Crackers  
Nabisco Teddy Grahams (all flavors)  
Rice Krispy Treats (original flavor)

Crackers, Chips, Pretzels, and Popcorn

Alladin Bread Sticks  
Baked Chips (potato and corn variety: Frito Lay, Lays)  
Cheese Nips Air Crisps  
Frito Lay Rold Gold Pretzels  
General Mills Gardettos (original)  
Kettle Krisps (BBQ and low salt)  
Nabisco Multi-Grain Wheat Thins (reduced fat preferable)  
Nabisco Triscuits  
Newman's Own Salted Rounds Pretzels  
Pepperidge Farms Cheddar Cheese Goldfish  
Pita Cheddar Cheese Snax  
Pita Cinnamon Snax  
Popcorn (fat free or light varieties)  
Rold Gold or Snyder's of Handover, Generic Brands Pretzels  
Quaker Oats Quakes Rice Snacks (all flavors)  
Sun Chips (all flavors)  
Snyder's Pretzels  
Super (soft) Pretzels  
Tumaro's Krispy Crunchy Puffs (all flavors)

**Protein Foods:**

Trail Mix, Nuts, Seeds and Jerky, Sandwiches

Dakota Gourmet Amaizing Corn Snack (mesquite BBQ, classic, cool ranch)  
Dakota Gourmet Sunflower Kernels (honey roasted, lightly salted)  
Dakota Gourmet Soy Nuts (traditional, honey roasted, organic)  
Dakota Gourmet Sunflower Seeds  
Dakota Gourmet Smore Mix  
David Pumpkin and Sunflower Seeds  
Hi-Country Beef Jerky (95% fat free)  
Kirkland's Trail Mix  
Planter's Trail Mix

Nature Valley Trail Mix  
Nuts (all varieties including soy nuts)  
Smuckers Uncrustables (peanut butter and jelly sandwich)  
Star-Kist Tuna Lunch Kit (water-packed white tuna with light mayo)

**Dairy & Soy Products:**

Dannon D’animals Drinkable Yogurt  
Cheese (reduced fat, LIGHT, or fat-free—Low-Fat Mozzarella Cheese Sticks  
Puddings (fat free and regular)  
Yogurt (low fat, light or non-fat)  
Yoplait Go-Gurts  
Horizon Organic Low fat Yogurt Tubes

**Fruits & Vegetables:**

Fresh or canned individually fruits in light syrup or natural juices  
Dried fruit or fruit leather  
Dreyers Whole Fruit (no sugar) Frozen Fruit Bars

**Entrees or Soups:**

Fantastic Big Soups (microwavable, all flavors)  
Dr. McDougall’s Microwavable Soups (all flavors)  
Healthy Valley Fat Free Soups  
Spice Hunter Lowfat Stuffed Potatoes (microwavable)  
Nice Spice Soups  
Safeway Select Enlighten Soups and Stuffed Mashed Potatoes  
Campbell’s Soups to Go (all flavors)  
Los Cabas Burritos (Beef/Bean & Red Chili Burrito, Bean & Cheese Burrito, Ultimate Bean & Cheese Burrito, Combo Bean and Beef Burrito, Beef/Bean & Green Chili Burrito)  
Baked Potato with Protein or Vegetable Topping



*This list is not meant to be all-inclusive but provide ideas for healthful items to be sold in student stores.*

## Recommended Beverages

A serving of 12 ounce or less is recommended for beverages except for water.

### Water:

Arrowhead Water  
Aquafina Water  
Arrowhead Sparkling Mountain Spring Water with Fruit Essence  
Big Spring Water  
Dasani Water  
Pelligrino Sparkling Water  
Perrier Sparkling Water  
Schwepps Sparkling Water with Natural Flavors  
Very Fine Fruit<sup>20</sup> (all flavors)

### Milk:

1% and Skim (nonfat) Milks—check with your local dairy or school food service program manager for low fat and fat-free milks  
Horizon Organic Milk (8 ounce reduced fat milk, extended shelf life)  
Bravo-Looney Tunes Slim Slammers (11 ounce low-fat milk, extended shelf life)  
Rice or Soy Milks (fortified)—Edensoy, Silk, and VitaSoy

### Fruit & Vegetable Juices (50%-100% fruit juice):

Apple Cider (pasteurized)  
Campbell's<sup>®</sup> Tomato Juice  
Crystal Geyser Juice Squeeze (wild berry, cranberry black cherry, pink lemonade)  
Dannon Frusion (banana berry, wild berries, peach passion fruit)  
Dole Pineapple Juice  
50-100% Fruit Juices  
Hanson's Fruit Smoothies and Hanson's Natural Junior Juice  
Juicy Juice (kiwi-strawberry, grape, punch, berry and apple)  
Langers Juice (cranberry, raspberry, cranberry grape, mixed berry, orange, and apple)  
Martinelli's Sparkling Juice (apple, apple grape, & apple cranberry)  
Minute Maid Juice (orange, apple, grape, mixed berry, & fruit punch)  
Motts Juice (fruit punch, apple juice and orange juice)  
Treetop Juice (apple, grape, fruit punch, & apple pear)  
Tropicana Juice (grapefruit, orange, apple and grape)  
Tropicana Smoothies (strawberry, mixed berry, peach, tropical orange)  
V8

Very Fine Fruit Juice (grape, apple, grapefruit & orange)  
VitaPup Frozen Drink (contains 59% juice, requires special equipment)  
Yoplait Nouriche (strawberry, peach)  
Welch's Grape Juice

### **Sports Drinks:**

Sports drinks (non-carbonated only) that don't contain more than 42 ounces of added sugar per 20 ounce serving. Limit portion size to 20 ounce serving.

Gatorade  
Powerade  
Propel

## **Healthy Snack Combinations**

A nutritious snack is one that has a serving from two of the five food groups from the Food Guide Pyramid (protein, dairy, fruit, vegetables, and grains.)

Try offering these favorite combo's:

Bagel and Cream Cheese with a Fruit Juice  
String Cheese and Granola Bar  
Milk and Cookies  
Baked Tortilla Chips with Salsa  
Fresh Apple Slices with Peanut Butter  
Celery Sticks with Peanut Butter  
Fresh Vegetables (carrots, snap peas, cucumber) with Light Ranch Dip and A String Cheese  
Uncrustable Peanut Butter Sandwich with Fruit Juice  
Yogurt with Piece of Fruit  
Soft Pretzel with Mustard and Fruit Juice  
Beef Jerky with a Cereal Bar  
Popcorn, String Cheese and Water  
Animal Crackers or Honey Graham Crackers and Milk  
Crackers, Cheese and Water  
Fresh or Canned (lite syrup) Fruit, Cheese Stick, and Water  
Apples with Caramel and Crackers